# Unit 3 - Using Social Media in Business

# Communicating with Customers

**Communicate updates and changes to products and services**

- E.g. using Twitter to update passengers on transport delays

Transport for London @TfL · 42m
Replying to @tommaxted
Hi, thanks for contacting us, there are severe **delays** between Stratford and Shenfield while we fix a track fault at Gidea Park. London Underground and **TfL** Bus services are accepting tickets. We apologise for the disruption and inconvenience caused. Thanks RG
1
27

Tesco @Tesco · 19 Jan
As a precaution, Cow & Gate is recalling certain batches of their Cow & Gate My First Muesli 10+ months
(330g). This is because some packs may contain pieces of apple stalk.
If you'd like extra information, you can find out more here:
tes.co/CowGateMuesliR...
Cow & Gate
My First
Muesli
TESCO
7
11
11

# Communicating with Customers

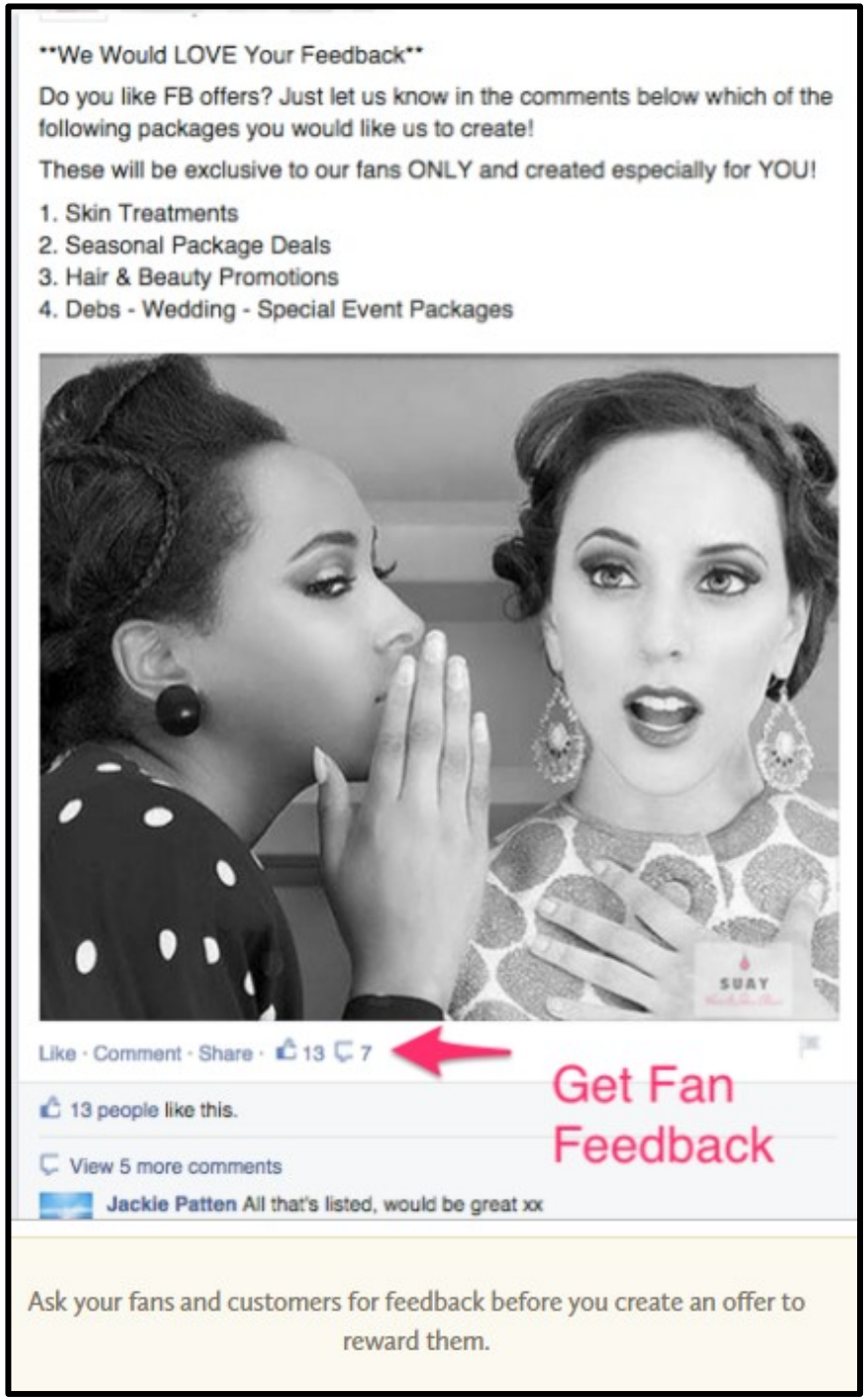
**Engage in two-way communication**

- Obtaining customer feedback and gather opinions. Cheaper way of conducting market research
- Makes customers feel that they have direct access to the company and their ideas are valued

Daily Express @Daily_Express · Jan 24
POLL: Should Prince Edward be given the Duke of Edinburgh title?
VOTE NOW
express.co.uk
POLL – Should Prince Edward be given the Duke of Edinburgh title?
King Charles III could fulfil his parent's wishes and bestow the Duke and Duchess of Edinburgh titles on Prince Edward and Sophie ...

# Communicating with Customers

**Engage in two-way communication**

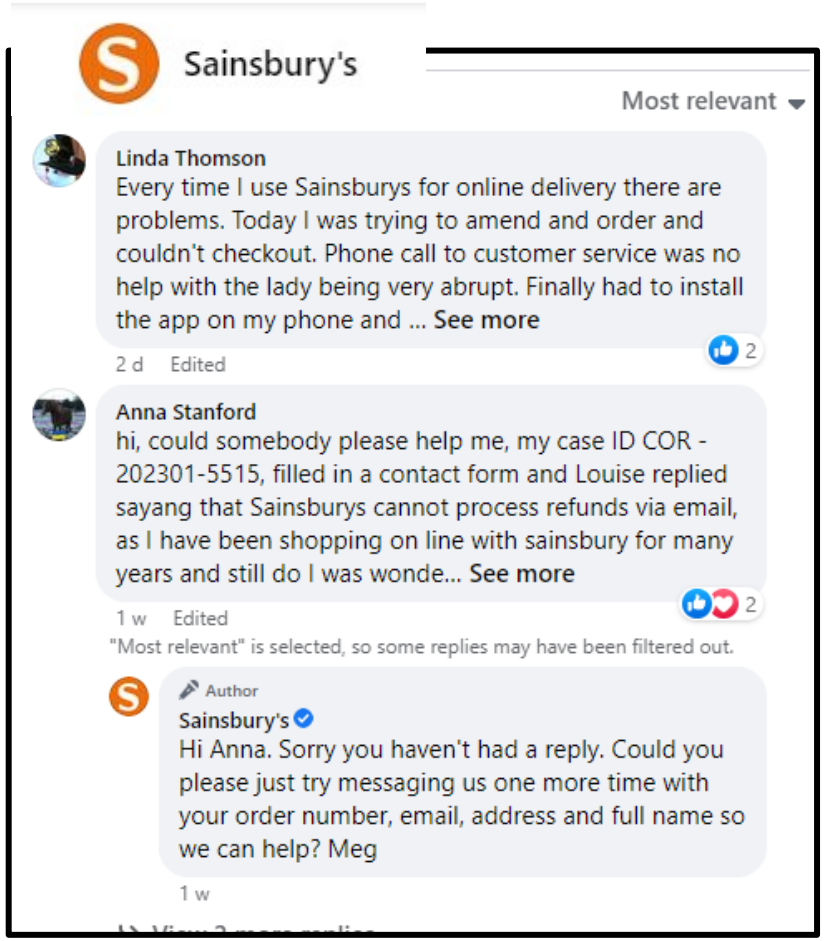

**We Would LOVE Your Feedback**
Do you like FB offers? Just let us know in the comments below which of the following packages you would like us to create!
These will be exclusive to our fans ONLY and created especially for YOU!
1. Skin Treatments
2. Seasonal Package Deals
3. Hair & Beauty Promotions
4. Debs - Wedding - Special Event Packages
SUAY
Like · Comment · Share · 13 7
Get Fan Feedback
13 people like this.
View 5 more comments
Jackie Patten All that's listed, would be great xx
Ask your fans and customers for feedback before you create an offer to reward them.

# Customer Service, Resolving Queries, Managing Issues

**Address customer service by resolving queries and managing issues**

- Managing issues – questions or problems with a product or service

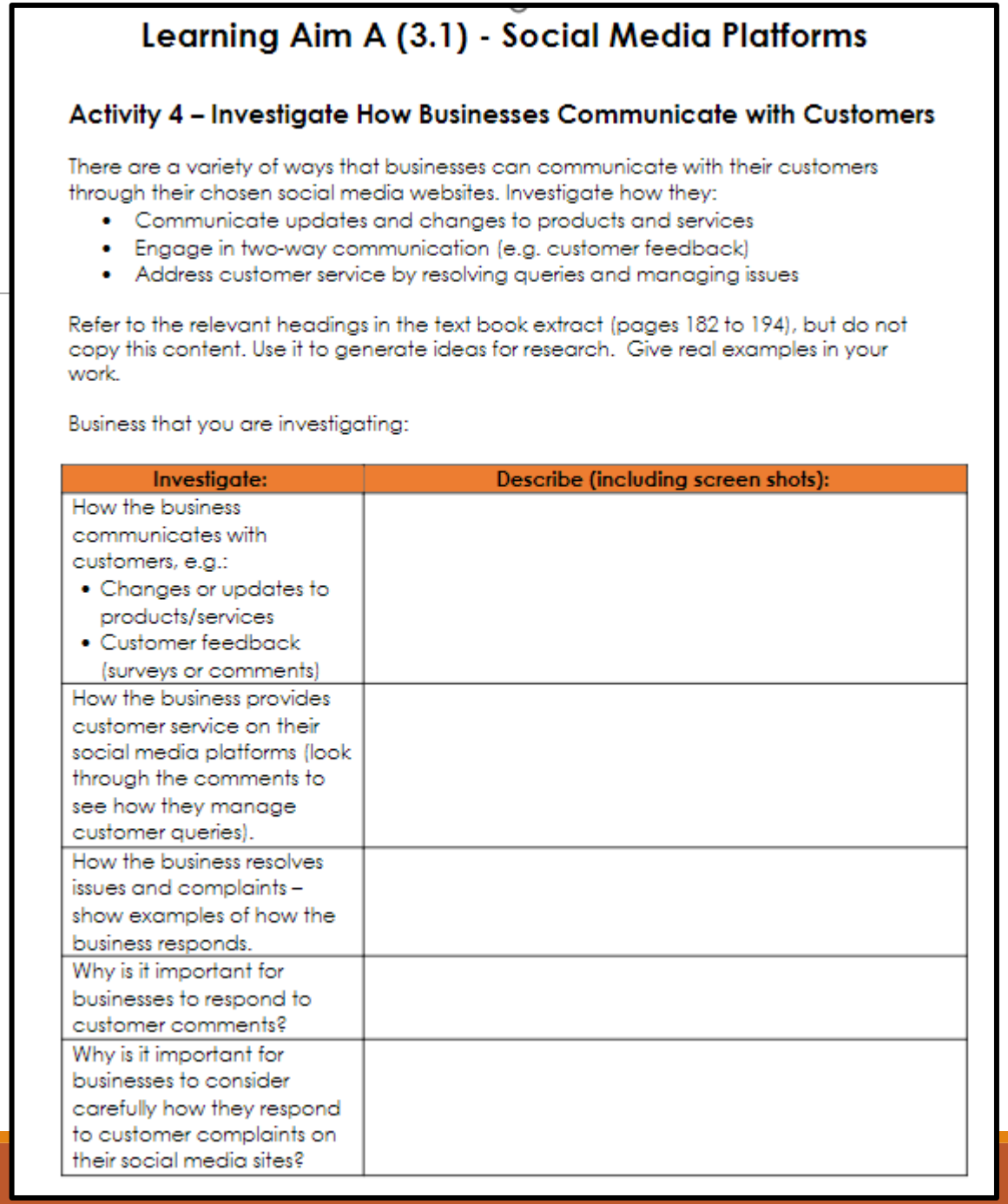
- Need to ensure good monitoring of their profiles so that customers are replied to quickly otherwise it will be perceived that they don’t care about their customers


Sainsbury's
Most relevant
Linda Thomson
Every time I use Sainsburys for online delivery there are problems. Today I was trying to amend and order and couldn't checkout. Phone call to customer service was no help with the lady being very abrupt. Finally had to install the app on my phone and ... See more
2
2 d Edited
Anna Stanford
hi, could somebody please help me, my case ID COR - 202301-5515, filled in a contact form and Louise replied sayang that Sainsburys cannot process refunds via email, as I have been shopping on line with sainsbury for many years and still do I was wonde... See more
2
1 w Edited
"Most relevant" is selected, so some replies may have been filtered out.
Author
Sainsbury's
Hi Anna. Sorry you haven't had a reply. Could you please just try messaging us one more time with your order number, email, address and full name so we can help? Meg
1 w

# Activity

Activity 4 – How businesses communicate with customers

This work can contribute to your assignment for Learning Aim A (3.1)



## Learning Aim A (3.1) - Social Media Platforms

### Activity 4 – Investigate How Businesses Communicate with Customers

There are a variety of ways that businesses can communicate with their customers through their chosen social media websites. Investigate how they:

- Communicate updates and changes to products and services
- Engage in two-way communication (e.g. customer feedback)
- Address customer service by resolving queries and managing issues

Refer to the relevant headings in the text book extract (pages 182 to 194), but do not copy this content. Use it to generate ideas for research. Give real examples in your work.

Business that you are investigating:

| Investigate: | Describe (including screen shots): |
|---|---|
| How the business communicates with customers, e.g.:<br>• Changes or updates to products/services<br>• Customer feedback (surveys or comments) | |
| How the business provides customer service on their social media platforms (look through the comments to see how they manage customer queries). | |
| How the business resolves issues and complaints – show examples of how the business responds. | |
| Why is it important for businesses to respond to customer comments? | |
| Why is it important for businesses to consider carefully how they respond to customer complaints on their social media sites? | |

# How to achieve a high grade

**Distinction:**
You will produce a comprehensive, well-balanced evaluation **of how a business uses social media**, making realistic and well-explained business-related **observations on the benefits and disadvantages**, while considering their **target customers or audience**. You will provide **real-life, relevant examples** of how businesses have used social media effectively and how some businesses have not managed **the risks involved** effectively. You must articulate your arguments fluently and your views concisely, providing an evaluation that makes reasoned, valid judgements. The evidence will demonstrate high-quality written/oral communication through the use of accurate and fluent technical vocabulary, to support a well-structured and considered response that clearly connects chains of reasoning.